

Enterprise Development Grant (EDG) Project Proposal Template – Market Access

Please use the following guide to prepare the project proposal.

*As the proposal is a key document for the evaluation, please ensure information provided is **relevant and complete**.*

1. About the Company

- a. Year of incorporation
- b. How has the company progressed over the years? What are some significant milestones that the company has achieved?
- c. Key business activities and products/ services
- d. Existing key customer segments/ markets and overseas presence (if any)

2. Expansion Plan

- a. How will this project contribute to your growth/ internationalisation plans?
- b. What is the target country and/ or market segment and reason(s)?
- c. Key competitors in target country and/ or market segment

[Please skip (d)-(g) if you are applying for a Standards project]

- d. Competitive advantage/ unique selling point of product/ service in target market
- e. Past successes/ track record in target market (if any)
- f. Who are the existing partners/ network in the target market? What are the available opportunities in the market? (if any)
- g. Other benefits to be reaped by company (if any)

3. Project Milestones

Phase	Key Activity	Start (mm/yyyy)	End (mm/yyyy)
1.	<i>Eg. Business requirements gathering</i>		
2.	<i>Eg. Development of system with XX functions</i>		